



PRESS RELEASE

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RAGT Semences and farmers, a winning team

Building on past experience and relying on the anchorage of cycling in agriculture, RAGT Semences has chosen to strengthen its involvement with Amaury Sports Organisation (ASO), organiser of international sporting events.

A totally innovative approach for a player in the agricultural world

With partners in many sports clubs, RAGT Semences has had a sports culture for a long time, with cycling being at the heart of this passion. A popular sport, it offers its followers, the general public and families a festive show which takes place mainly in rural areas - agricultural territory.

Official partner of the Tour de France

The success of the past two seasons, has led RAGT Semences to renew and strengthen its engagement with A.S.O.

From July 2014, RAGT Semences will become an official partner of the Tour, de France, sponsoring the team standings.



Claude GRAND, Managing Director of RAGT Semences said: "Always committed to the values conveyed through sport, sponsorship of the team standings at the Tour de France is a perfect illustration of our slogan: RAGT Semences and farmers, a winning team. We are proud to be a partner of this major sporting event. "

RAGT Semences has been an official sponsor since 2012 and will sponsor the stage winner Paris-Nice (March 9 to 16, 2014) and the Critérium du Dauphiné (June 8 to 15, 2014). It remains an official partner of La Flèche Wallonne (April 23, 2014) and Liège-Bastogne-Liège (April 27, 2014).

Proud to be in the race with farmers

These five cycling events represent about 40 days of racing and give us an ideal opportunity for meeting with our partners and farmers in a friendly environment. Each day of the Tour de France, you can also follow the RAGT Semences-sponsored yellow bibs and helmets of the leaders in the team standings representing a form of collective excellence. You can also greet RAGT Semences' vehicles in the convoy of the Tour de France. Together we will emphasise the values of the agricultural world at these widely publicised international sporting events.